



March 4, 2013

IT Activity Report

By: Jerry Beaugez

FACEBOOK:

As of January 9, 2013 the City's Facebook page and website has been turned over to Jerry Beaugez for maintenance and upkeep.

At that time the Facebook page had not been updated since November 2012 and had a total of 690 "Likes" or followers. Since that time there has been updates on a daily basis. Many photographs and history of the City has been added which has gained a strong following. During the month of January there were 83 new "Likes" added and the month of February brought 279 new "Likes". This brings our total from 690 to 1052 in less than 2 months. Many people are giving praise to the stories and history that is being added.

On February 27, 2013 the story added reached 3,262 people. During the week of February 24 – March 2 this site reached 10,665 people directly giving them history and up to date information of events and activities taking place within the City of Bay St. Louis. A total of 70.5% of our fans are females and 28.6% are males. Out of that, the greatest percentages come from females between the age of 35-44 with 16.5% and males between the same age range, with 6.4%.

WEBSITE:

There have been many changes to the website taking place. Many of updates by department have been added, old information removed, new photographs added, and reports are going to be added once completed by each department.

From February 25 – March 3 the top sections of the website for people checking out the information are as follows:

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|---------------------------------|----------|
| 1. Planning & Zoning Commission | 171 hits |
| 2. Commissions and Boards | 160 hits |
| 3. Contact Us | 138 hits |
| 4. Community Hall | 135 hits |
| 5. Police Department | 125 hits |

GOVERNMENT 2.0

In late January 2013 the City subscribed to an interactive incident reporting application for iPhone and Android devices. The application is free for citizens to download. At the beginning of February the system went live and was promoted on Facebook and the City website. Since that time there have been close to 75 people download the application for our City and we have received 11 notifications of incidents. When the reports are received, they are then forwarded to the appropriate department for their attention and correction. There is only 1 report of potholes on Esplanade Ave which is still unresolved at this time.

GIS

Several maps were created for various departments and for various reasons and projects. The new Ward boundary information received from GRPC. This information was reviewed and verified for accuracy. Maps were then produced for the Mayor, the City Council Chambers, Council members, Public Works, and the Cultural Affairs Department.